## Ideation Phase Empathize & Discover

Date	22 <sup>nd</sup> June 2025
Team ID	LTVIP2025TMID56852
Project Name	EZ E-Commerce Application
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### **Example:**

# **Empathy Map** What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain Gain • fears • frustrations • obstacles "wants" / needs measures of success obstacles http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

Reference: <a href="https://www.mural.co/templates/empathy-map-canvas">https://www.mural.co/templates/empathy-map-canvas</a>

# **EMPATHY MAP CANVAS**

#### **HEAR THINKS** Many options across Friends recommending quick and reliable multiple escommeree platforms shopping sites · Personalized bracelet SAYS & DO Ade or influencers recommendations talking about Says: "I need trending tasaccessiors something **THINK & FEEL** perfect, fast." Wants: Efficiency, · Browses caregories thoughtful gifting using filters. personalization Clicks "Add to Cart → Feels: Pressured duto Checkout → Order limited time, relieved · Shares feedback after purchase or sends gift directly to Time constraints Personalized gift friend due to a busy found quickly schedule Smooth checkout and confirmation PAIN \* GAIN · Personalized gift found quickly · Time constraints due to a busy schedule Smooth checkout anconfirmation

- Too many irrelevant options
- Positive emotional response from the friend